

nearly enough of these four vitamins in the daily diet. Investigations among thousands of families prove this. Each member of the family can be insured against these vitamin deficiencies and the sufferings these deficiencies bring about by taking one Walban Pearl a day. This is the cheapest form of health insurance. * * * The Cheapest Form of Health Insurance. Now the Entire Family Can Get the Benefit of Vitamins at a Low Cost * * *"

Further misbranding, Vitamin B Complex and Vitamin Pearls, Section 403 (f), the information required by Section 403 (j) was not prominently placed on the label with such conspicuousness (as compared with other words, statements, designs, or devices on the label) as to render it likely to be read by the ordinary individual under customary conditions of purchase, since it appeared on the bottom of the package.

The articles were also alleged to be misbranded under the provisions of the law applicable to drugs, as reported in the notices of judgment on drugs and devices.

DISPOSITION: December 2 and 15, 1944. No claimant having appeared, judgments of condemnation were entered and the products were ordered delivered to charitable institutions, after destruction of the leaflets, circulars, and display posters.

7912. Misbranding of Fruitonya, Protecto, and Neutratoe. U. S. v. 12 Bottles of Fruitonya, 28 Bottles Protecto, and 27 Canisters of Neutratoe. Default decree of condemnation and destruction. (F. D. C. No. 15265. Sample Nos. 11106-H to 11108-H, incl.)

LIBEL FILED: February 12, 1945, District of Massachusetts.

ALLEGED SHIPMENT: On or about December 28, 1944, by the Miracle Health Food Co., from Philadelphia, Pa.

PRODUCT: 12 quart bottles of Fruitonya, 28 pint bottles of Protecto, and 27 13-ounce canisters of Neutratoe, at Reading, Mass.

LABEL, IN PART: "Fruitonya The Drink Divine * * * Contains invert sugar, True fruit extracts, Reinforced with Natural flavors & fruit acids," "Protecto A Biological Product * * * Contains Milk Whey Powder, Malt Sugar 200,000,000 of Acidurid Bacteria per 1 C. C." or "Neutratoe An Anti-Acid Food Contains Lactose, Skimmed Milk, Dicalcium phosphate, Irradiated Milk, Whey Powder."

VIOLATION CHARGED: Misbranding, Section 403 (a). The following and similar statements in the labeling were false and misleading since the articles would not be effective to fulfill the promises stated and implied: (Fruitonya label) " * * * MIRACLE FOOD CO. * * * It is invigorating, and stimulating but * * * Whereas plain water is almost harmful because of the chlorine and acids it contains, Fruitonya helps to neutralize the acids while it brings to your body a beverage that energizes. * * * you are tired drink a glass or two before you eat * * * "; (circular entitled "Invest in Good Health") "Invest in Good Health IT WILL PAY YOU FUTURE DIVIDENDS Every day the newspapers report the death of some noted individual who died suddenly from some ailment. Hardly ever do we read of men and women passing away from old age—usually their life span is shortened by some unseen cause that caught them unaware. The reason is that everyone possesses some weak organ and does nothing to rebuild it. Statistics show that heart trouble, cancer, pneumonia, bright's disease, diabetes and every other organic ailment is on the increase. In the past, men and women died from infectious diseases due to unclean drinking water, cess pools and poor sanitation. These have been eliminated, but organic degenerations are on the increase. The greatest surprise was that Mayor Cermak, of Chicago, did not die from the bullet wound but he passed away from colitis. It is now recognized that most ailments are amenable to right eating—that is, if proper foods are used, every organ, no matter how bad it may be, can be helped to some degree. For instance, if two-thirds of a lung is destroyed, the other third (that is usually in poor condition) can be rebuilt with the proper foods. The same applies to every organ in the body. Nerve tissues, which are the hardest to rebuild, have been almost regenerated with the proper treatments and the proper foods. Even if an operation is necessary the chances are always in favor of the individual whose blood stream is cleaner, whose cells are finer, and whose glands are more active, due to the fact that the food they ate kept their bodies in good condition even though there was an organ that had gone pathologically bad. Some day we will be able to observe the beginning of these pathological degenerations when they start in childhood, and stop them from becoming chronic.

If you are one of the few who has awakened to the fact that foods contain in the last analysis the medicines that rebuild the body, or if perchance you are one of the many who has not as yet learned that what we eat today will make you better fitted for tomorrow, then we wish to call your attention to our health foods. * * * THE DRINK DIVINE Did you know that water has no cleansing value, only flushing power. Try to wash your hands in water without soap, and notice how difficult it is to get them clean. When the body is toxic water has no effect whatsoever unless you add to it something that will cleanse every cell in your body, while the water passes through it. FRUITONYA contains various concentrated fruit juices, and fruit acids. It is the most delicious and refreshing beverage you have ever tasted. It not only cleanses the body but feeds it as well with nourishing cell foods"; (Protecto, from label) "PROTECTO * * * For Combating Intestinal Bacteria * * * MIRACLE FOOD CO. * * * Protecto assists Nature in destroying harmful Germs. * * *"; (circular entitled "Invest in Good Health") " * * * THIRTY FEET OF DANGER For thousands of years the human race suffered from epidemics that destroyed the lives of millions of people and baffled the philosophical world. Some thought that these epidemics were due to God's vengeance, and others thought that they were brought on by evil spirits; but scientists, at last, discovered that these epidemics were due to the unsanitary conditions of the cesspools, swamps and rivers which were loaded with invisible germs, that destroyed many people throughout Europe. Hidden away in the abdominal cavity of every person is a tube thirty feet long which is also a menace to most people. In this tube (the gastro intestinal tube) there are kinks and pockets in which the food ferments and putrifies. The toxins and the germs that breed in the colon sweep through the body and damage organs that are already suffering from some physical liability. Every person, no matter how often his bowels may move, has some putrid matter in some intestinal pocket that places a mortgage on an organ that is already pleading for aid. Doctors state a putrefactive colon destroys many of the vitamins. PROTECT YOUR BODY WITH PROTECTO Protecto is an aciduric culture rich in the Acidophilus Bacteria and the Bulgaricus Bacteria which are found in the healthy colon. These Lactobacilli rid the body of the toxins and the putrefactive bacteria that are so harmful to the cells of the body. * * *"; (circular entitled "Thirty Feet of Danger") "Noted physicians such as Kellog, Lindlahr, Lane, Hays and others have called attention to the fact that Auto-Intoxication is the most exciting cause in undermining the health of most people"; (Neutratone label) "NEUTRATONE An Anti-Acid Food * * * MIRACLE FOOD CO. * * * NEUTRATONE Neutratone is an anti-acid product. It is claimed by most physicians that most ailments come from an acid condition. Baking soda, magnesia and other drugs will neutralize the acids in the stomach but not in the body and being a drug will eventually cause a harmful reaction. Neutratone is a food containing no drug whatsoever, and is assimilated by every cell in the body"; (circular entitled "Invest in Good Health") " * * * KEEP YOUR BODY ALKALINE NEUTRATONE is an anti-acid food that does not contain any starches, dextrins, baking soda, magnesia or any synthetic drug. * * * Do not confuse Neutratone with an anti-acid medicine. Neutratone alkalizes the entire body whereas an anti-acid merely acts on the hydrochloric acid in the stomach—which is a wrong procedure. NEUTRATONE."

DISPOSITION: April 16, 1945. No claimant having appeared, judgment of condemnation was entered and the products were ordered destroyed.

7913. Adulteration and misbranding of Battle Creek Multi-Vitamin and Mineral Tablets, and misbranding of LD-Lax, Food Ferrin, Kaba, Lacto-Dextrin, and ZO. U. S. v. 44 Cans and 26 Cans of LD-Lax (and 5 other seizure actions against dietary foods.) Default decrees of condemnation and destruction. (F. D. C. No. 12107. Sample Nos. 39180-F to 39185-F, incl.)

LIBELS FILED: April 13, 1944, Northern District of Illinois.

ALLEGED SHIPMENT: Between the approximate dates of July 22, 1943, and January 31, 1944, from Battle Creek, Mich., by the Battle Creek Food Co.

PRODUCT: 44 cans, each containing 10 ounces, and 26 cans, each containing 3 pounds, of LD-Lax; 93 bottles (various sizes) of Multi-Vitamin and Mineral Tablets; 13 jars of Food Ferrin; 5 cartons of Kaba; 51 1-pound packages and 19 5-pound packages of Lacto-Dextrin; and 69 packages of ZO, at Chicago, Ill.

Examination disclosed that the LD-Lax consisted essentially of the mucilaginous portion of psyllium seed, milk sugar (33.2 percent), dextrins (8.0 per-